Right Brain and Left Brain
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It has been said, 
"Freedom of the press belongs to the person who has a press."

The personal computer has given almost everyone the ability to produce typeset-quality material. But with that new freedom comes the responsibility of understanding...

and following the very conventions that have helped, through standardization and general agreement, to give us our heritage of the printed word.

Lovers of the art of typography, rightly alarmed by some of the excesses of early computer-set type, are today enlightening users about the art and design of type. But though the visual aesthetics of typography have their own rules and conventions, they always exist in partnership with the content and structure of the text. If the copy is to be comfortably read and correctly understood, type and text—right brain and left brain—must work in harmony to communicate meaning in the fullest sense.

from Aldus Magazine, Volume 5, Number 7, September/October 1994